

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 129490

R 192000Z MAR 75

FM AMCONSUL GUAYAQUIL

TO WILLIAM T. DUKE

MISSISSIPPI MARKETING COUNCIL

2003 WALTER SILLERS BUILDING

P. O. BOX 849

JACKSON, MISSISSIPPI

TEL 601-354-6707

CABLE: MISSMARK, JACKSON, MISSISSIPPI

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3806

USDOC WASHDC

UNCLAS SECTION 1 OF 2 GUAYAQUIL 478

E. O. 11652: N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION

1. REFERENCE YOUR LETTER OF FEBRUARY 27 AND PREVIOUSLY EXPRESSED INTEREST IN MISSISSIPPI PARTICIPATION IN THE IV GUAYAQUIL INTERNATIONAL TRADE FAIR THIS FALL, WE WILL NEED EARLY DECISION FROM YOU RE EXTENT YOUR DESIRED PARTICIPATION.

2. FAIR DIRECTOR GENERAL FERNANDO LEBED S. HAS ASKED FOR LIST OF EXPECTED STATESIDE EXHIBITORS, INCLUDING AMOUNT OF SPACE DESIRED, BY APRIL 15, ALTHOUGH WE BELIEVE THAT HE WILL WAIT UNTIL MAY 1 FOR FINAL ANSWER IF NECESSARY. AFTER THAT HE WILL BEGIN TO COMMIT SPACE TO LOCAL DISTRIBUTORS FOR U.S. FIRMS ALREADY REPRESENTED HERE, AMONG WHICH INTEREST IS ALREADY HIGH. WE SHOULD ALSO RECEIVE AT SAME TIME 20 PERCENT DEPOSIT ON BOOTH PRICE QUOTED BELOW OR, FOR OUTSIDE EXHIBITORS, BASED ON ESTIMATED SURFACE DISPLAY AREA REQUIRED, TO ENSURE PRIORITY CONSIDERATION FOR AVAILABLE SPACE. IF RESERVATION CANNOT BE CONFIRMED, CHECK OR CHECKS WILL BE RETURNED LATER.

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3. FOLLOWING IS IMPRTANT DATA FOR YOUR CONSIDERATION:

-. DATE OF FAIR: SEPTEMBER 26 - OCTOBER 12, 1975

B. PRODUCTS WE WISH TO EMPHASIZE (ALTHOUGH OTHERS WILL BE CONSIDERED): PRINTING AND GRAPHIC ARTS EQUIPMENT; BUSINESS SYSTEMS EQUIPMENT; ALL TYPES AGRICULTURAL MACHINERY AND RELATED EQUIPMENT AND SUPPLIES (INCLUDING IRRIGATION EQUIPMENT); FOOD PROCESSING AND PACKAGING MACHINERY; METALWORKING AND FINISHING EQUIPMENT; ELECTRICAL GENERATORS AND SWITCHING EQUIPMENT; FISHING AND FISH-PROCESSING EQUIPMENT; CONSTRUCTION EQUIPMENT; AND VEHICLES AND MATERIALS HANDLING EQUIPMENT FOR USE IN PORTS. OTHER MARKETABLE PRODUCTS, BUT MORE LIMITED IN POTENTIAL SALES, ARE: CHEMICAL PROCESSING EQUIPMENT (ESPECIALLY THERMOPLASTICS AND PETROCHEMICAL PROCESSING); COMPUTERS AND RELATED EQUIPMENT; AND AUTOMOBILE DIAGNOSTIC AND REPAIR EQUIPMENT.

C. PAVILION IS ONE OF TWO LARGEST ON FAIRGROUNDS AND IS IDEALLY LOCATED NEAR ENTRANCE. IT HAS 3,350 SQ. METERS OF INTERIOR SPACE AND 1,000 SQ. METERS OF EXTERIOR ADJOINING SPACE SUITABLE FOR DISPLAY OF HEAVY MACHINERY, ETC.

D. COST TO EXHIBITOR OF STANDARD 3X6 .METER INDOOR STAND IS \$1,800 (ONE THOUSAND EIGHT HUNDRED DOLLARS). THIS INCLUDES: 1) RENTAL OF FLOOR SPACE (VALUE \$18 PER SQ. METER); 2) CONSTRUCTION OF THE STAND, WITHOUT CEILING, USING LOCAL MATERIALS WITH PLYWOOD WALLS PAINTED WITH LATEX, A 4-INCH CARPETED WOODEN FLOOR, 5 POINTS OF LIGHTING; AND DECORATION OF STAND INCLUDING COMPANY'S NAME ON HEADER, 3 PANELS APPROXIMATELY 1 METER SQUARE FOR PHOTOGRAPHS (THE FAIR WILL ENLARGE 8X10 INCH PHOTOGRAPHS RECEIVED FROM THE EXHIBITOR TO 1 SQ. METER SIZE FREE-OF-CHARGE), AND 3 DISPLAY TABLES; 3) STORAGE FACILITIES FOR EMPTY CONTAINERS; 4) ELECTRICITY AND WATER CONSUMPTION; 5) CONSTRUCTION OF SANITARY FACILITIES FOR USE OF PAVILION EMPLOYEES AND EXHIBITORS; 6) CARPETED AISLES IN THE PAVILION; 7) SECURITY PERSONNEL AND CLEANING CREW; 8) DECORATION OF THE FACADE OF THE PAVILION; AND 9) A 120 SQ. METER AREA TO BE ORGANIZED BY THE CONSULATE INTO A BUSINESS

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NESS INFORMATION CENTER (BIC) WITH OFFICE AND RECEPTION SPACE AND A CULTURAL EXHIBIT. THE OFFICE AND RECEPTION AREA WILL BE FOR THE USE OF EXHIBITORS.

E. ADDITIONAL DECORATION OF THE STANDS WILL BE AT EXTRA COST.

F. PAVED EXTERIOR EXHIBIT SPACE WILL BE AT \$14 (FOURTEEN DOLLARS) PER SQ. METER, INCLUDING GENERAL LIGHTING, ELECTRICITY

AND WATER CONSUMPTION, SECURITY AND CLEANING SERVICES.  
FURTHER INSTALLATIONS OR DECORATIONS WILL BE AT THE  
EXHIBITOR'S EXPENSE.

G. CUSTOMS FORMALITIES ARE MINIMAL AND WILL BE HANDLED BY  
THE FAIR MANAGEMENT. NO IMPORT LICENSE IS REQUIRED.  
EXHIBITORS WILL ADVISE THE FAIR OF GOODS TO BE IMPORTED AND  
THE FAIR WILL IN TURN ARRANGE TO CABLE THE APPROPRIATE  
ECUADOREAN CONSUL TO ISSUE THE NECESSARY PAPERS. THE FAIR  
ITSELF WILL BE CONSIDERED A CUSTOMS ZONE. EXHIBITORS WILL  
HAVE SIX MONTHS FROM THE CLOSING OF THE FAIR TO DECIDE RE  
SALE OF GOODS LOCALLY OR RETURN SHIPMENT.  
H. PAYMENTS AND CORRESPONDENCE: CHECKS SHOULD BE PAYABLE TO  
FERIAS S.A. DEPOSIT OF 20 PERCENT REQUESTED WITH RESERVA-  
TION IN WRITING. BALANCE DUE PRIOR TO OPENING OF FAIR.  
WE RECOMMEND ALL CHECKS, ESPECIALLY, BE FORWARDED THROUGH  
US TO FAIR MANAGEMENT FOR SPEED AND SAFETY OF DELIVERY.  
WE ALSO WILLING TO CHANNEL OR RECEIVE FROM NOW ON ANY OTHER  
CORRESPONDENCE ON BEHALF OF STATESIDE EXHIBITORS TO FAIR.  
USE FOLLOWING ADDRESS: US PAVILION, COMMERCIAL SECTION,  
GUAYAQUIL, DEPARTMENT OF STATE, WASHINGTON, D.C. 20520.

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 129407

R 192000Z MAR 75  
FM AMCONSUL GUAYAQUIL  
TO WILLIAM T. DUKE  
MISSISSIPPI MARKETING COUNCIL  
2003 WALTER SILLERS BUILDING  
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INFO AMEMBASSY QUITO  
SECSTATE WASHDC 3807  
USDOC WASHDC

UNCLAS SECTION 2 OF 2 GUAYAQUIL 478

E. O. 11652: N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION

4. REGARDING PRODUCTS LISTED IN PARAGRAPH 3B, YOUR EXPERIENCE WITH AGRI-FAIR MAY GIVE YOU INDICATION RE SAMPLE OF MISSISSIPPI PRODUCTS MOST SALEABLE HERE IN AGRICULTURAL CATEGORY.

5. CONSULATE, EMBASSY QUITO AND THE DEPARTMENT OF COMMERCE READY TO PROVIDE ALL POSSIBLE SUPPORT TO EXHIBITORS, INCLUDING RECRUITMENT, DESIGN PACKAGE, PUBLICITY, ORGANIZATION AND STAFFING OF BIC, AMERICA DAY RECEPTION, SEARCH FOR PERSONNEL TO SERVE AS INTERPRETERS, GUIDES, ETC., AND GENERAL RELATIONS WITH THE FAIR. IF YOUR STATE DESIRES THAT WE RECRUIT A LOCAL AGENT TO REPRESENT YOUR INTERESTS PRIOR TO, DURING, AND AFTER THE FAIR, WE WILL HELP YOU FIND ONE. ALL CONTRACTING, PAYMENTS, ETC. WILL BE BETWEEN THE EXHIBITORS AND THE FAIR. EXHIBITORS MAY REQUEST A LARGER STAND THAN THE 3X6 OFFERED AT PROPORTIONATELY HIGHER COST, ALTHOUGH CONFIRMATION OF THIS WILL BE SUBJECT TO SPACE AVAILABLE. AFTER MANY NEGOTIATING SESSIONS WITH LEBED WE BELIEVE THAT COST PACKAGE PRESENTED ABOVE IS VERY ATTRACTIVE  
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WITH SEVERAL CONCESSIONS UNAVAILABLE TO OTHER COUNTRIES. LETTER WITH FACT SHEET AND FAIR BROCHURE FOLLOWS BY MAIL.

6. RECOMMEND THAT PRIVATE FIRMS IN YOUR STATE GROUP TOGETHER UNDER YOUR "UMBRELLA" FOR SAKE OF CONTINUITY, COORDINATION, AND SIMPLIFICATION OF ADMINISTRATION, INCLUDING DEALING WITH FAIR. ALSO RECOMMEND AT LEAST ONE TRIP HERE BY REPRESENTATIVE FROM YOUR STATE PRIOR TO FAIR, E.G. JULY, TO DETERMINE PROGRESS OF STATE EXHIBIT, MEET FAIR OFFICIALS, AND PIN DOWN ALL DETAILS PERTINENT TO YOUR DISPLAY.

7. WITH 15 COUNTRIES FROM BOTH SIDES OF THE ATLANTIC ALREADY EXPECTED TO EXHIBIT, AND IN VIEW OF THE FACT THAT 1975 WILL BE A KEY YEAR FOR PENETRATION OF THIS RAPIDLY EXPANDING MARKET, IT WILL BE IMPORTANT TO HAVE A MAJOR US PRESENCE. ALTHOUGH WE WOULD EXPECT TO HAVE NO TROUBLE FILLING THE PAVILION WITH PRODUCTS FROM US FIRMS ALREADY ESTABLISHED HERE, WE BELIEVE IT VERY IMPORTANT TO USE THIS OCCASION TO INTRODUCE NEW FIRMS AND THEIR PRODUCTS. UNFORTUNATELY, TIME IS SHORT AND LOCAL DISTRIBUTORS ARE ALREADY PRESSING FOR SPACE. NEED YOUR TIMELY REPLY.

WILLIAM F. SCHRAGE  
COMMERCIAL OFFICER  
AMERICAN CONSULATE GENERAL  
GUAYAQUIL, ECUADOR

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